fashion calendar

1974

JANUARY

FEBRUARY

SMTWTFS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

SMTWTFS 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

MARCH

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

SMTWTFS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

APRIL

31

24 25 26 27 28 29 30

SMTWTFS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

SMTWTFS 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

JUNE

AUGUST

SMTWTFS 1 2 3 4 5 6 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

SMTWTFS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

SEPTEMBER

OCTOBER

SMTWTFS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

SMTWTFS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

DECEMBER

NOVEMBER

SMTWTFS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

SMTWTFS 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

34th year

a weekly publication

(212) 289-0420

185 east 85th street

new york, n.y. 10028

ruth finley, publisher

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of every event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader . . . Ruth Finley, Publisher

WEEK BEGINNING MONDAY, FEBRUARY 25, 1974

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Feb. 25 9:00 A.M. Breakfast	By invitation. Followed	BLOOMINGDALE'S ed to meet John Ashpool (for by personal appearance and te Sportswear. Publicity: Ar	7TH FLOOR EXEC. BOARD ROOM Knitting, Inc.) of London. showing of his knits on lene Friedlander, PL 2-1988.
Monday Feb. 25 9:15 A.M 10:30 A.M.	continuous audio-visual	DEERING-MILLIKEN, INC. "presentation cut-your-presentation at "Milliken Tis and press. By invitation.	7TH FLOOR THEATRE own-swatch, as well as heatre Party". For
Monday Feb. 25 3:00 P.M.	TRIGERE CUSTOMER SHOW Showing of Spring/Summer	BERGDORF GOODMAN collection. Publicity: Suz	PLAZA APPROACH 4TH FLOOR anne Butterfield, PL 3-7300.
Feb. 25 4:00 P.M.	PREVIEW FOR PRESS BY GOV PENTHOUSE, SHOWING ISRAE	TT. OF ISRAEL TRADE CENTER A	T N.Y. HILTON HOTEL, WEST (see page 2).
Beginning Monday Feb. 25	FALL KNITWEAR Continuous by appointment 247-2662.	BANFF BY GIANNI FERRI nt. Contact: PE 6-4590. Pub	1410 BROADWAY SHOWROOM - 4TH FLOOR licity: Stutman Associates,
Monday Feb. 25- March 1	FASHIONS FROM POLAND Men's, women's, children	POLAND'S RTW INDUSTRIES (GETEX, 1182 BROADWAY) n's fashions from Poland (Pr er Hauser, 838-3341). Conta	SKYTOP ROOM - 18TH FLOOR ess luncheon, Tues., Feb. 26
Monday Feb. 25- March 1	to a c 1 ot c 1 ot til Hamland		
Tuesday Feb. 26 11:30 A.M.	CHRISTIAN DIOR FASHIONS SAKS FIFTH AVENUE 5TH FLOOR FASHIONS AT BENEFIT M. Marc Bohan will be present at a showing of Christian Dior fashions. For benefit of J.O.B. (Just One Break). By invitation. Tickets: \$10.00; Contact: 373 Park Avenue South, 275-2500; Publicity: Helen O'Hagan, PL 3-4000.		
Tuesday Feb. 26 12:00 Noon Luncheon	Caprolan. Speakers: Ro. Cooking School Director	NAT'L HOME FASHIONS LEAGUE (41 EAST 42ND ST.) n '74" At-home fashions bett Courtelyou, Mohasco Indand author; Robert Sillars; \$16.00, guests. Contact:	y John Kloss for Cira in lustries; Annemarie Huste, "Progressive Architecture".

DATE	WHAT'S GOING ON	GIVEN BY	WHERE	
Feb. 26	12:30 P.M., PRESS LUNCHEON, READY-TO-WEAR FROM POLAND. (See page 1)			
Tuesday Feb. 26 5:30 P.M 7:30 P.M.	MEN'S FASHION SHOW In cooperation with Swee	CONSUL GENERAL OF SWEDEN & MRS. GUNNAR LONAEUS dish fashion designers, reprohow at 6:00. Contact: PL 1-	esenting Tiger of Sweden,	
Tuesday Feb. 26- March 8	FALL AND WINTER GOVT. OF ISRAEL TRADE N.Y. HILTON HOTEL ISRAELI COLLECTIONS (111 WEST 40TH STREET) 6TH AVE. & 53RD ST. "World Premiere of Israeli Fashions for Fall and Winter 1974" featuring leading Israeli manufacturers of sportswear, rainwear, knitwear, outerwear, leatherwear, dresses and ensembles for women's and men's wear by: Adam and Eve, Adil, Aled, Alaska-Galit, At-Li, Barbour Fashions, Baruch Fashions, Bashan, Carnit, Danaya, Dorina, D.S. Export, Elanit, Emek, Emka, Ero, Gabi Model, Gershon Bram, Gideon Oberson, Goldor, Iris, Isrex, Jercoli, Lartex, Maquette, Matzkin, Meza, Move, Niba, Nirkam, Papco, Reintex, Riki Fashions, Rikma, Salpeter, Schiff Atlas, Srigei Aviv, Srigei Cyviak, Srigei Weiss, Shiranit, Snia, Sportlife, Tadmor, Terra Israel Fashions. (Preview Feb. 25 at 4:00 P.M.) Contact: Jeanette Gottlieb, 594-5215, ext. 30.			
Tuesday Feb. 26- March 15 9:00 A.M.& 4:00 P.M.	FABRIC DIRECTIONS "Counterpoint" fashio Winter '74. For retaile:	CELANESE FIBERS MARKETING COMPANY on and fabric directions in restrictions, cutters and press. By recompany. Contact: 764-8124.	17TH FLOOR women's fashions for Fall-	
Feb. 27	ASH WEDNESDAY			
Wednesday Feb. 27 11:30 A.M.		BERGDORF GOODMAN Tiktiner, Jean-Louis Scherrerfield, PL 3-7300, ext. 397		
Wednesday Feb. 27 12:30 P.M.	FASHION SHOW AT LUNCHEON	GENE BERK FOR PAGANNE	BARBETTA RESTAURANT 321 WEST 46TH STREET	
Luncheon		w and Warmer Days" by Gene B I 6-9171. Barbetta Publicit		
	Reservations (\$7.50): C. INTIMATE APPAREL SHOW/CLINIC "Shape-Up/Sharp-Up with your mind, intimate apparant states apparant st	GIMBELS-NEW YORK March Mademoiselle" a to arel show/clinic. Nicole Ron ise editor of Mademoiselle to Feb. 27, 7:30 P.M.; Gimbels sevelt Field, Sat., March 2,	y: Ellen Perl, TE 2-8212. 33RD STREET & BWAY 4TH FLOOR ne-up your body/tune-up sard, cellulite expert and o present special shows. -Westchester, Fri., March 1,	
Luncheon Thursday Feb. 28 12:30 P.M.&	Reservations (\$7.50): C. INTIMATE APPAREL SHOW/CLINIC "Shape-Up/Sharp-Up with your mind, intimate apparance of the state	GIMBELS-NEW YORK March Mademoiselle" a togarel show/clinic. Nicole Ronise editor of Mademoiselle together. The sevent Field, Sat., March 2, 3300, ext. 6114. EUROPEAN FASHION FAIR Seropean ready-to-wear for women to 4:30. By invitation. Con	y: Ellen Perl, TE 2-8212. 33RD STREET & BWAY 4TH FLOOR ne-up your body/tune-up sard, cellulite expert and o present special showsWestchester, Fri., March 1, 2:00 P.M. Publicity: STATLER-HILTON HOTEL IVY SUITE (7TH AVE. &33RD) en and children from ten	

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday March 2	CHILDREN'S FASHION SHOW AND ENTERTAINMENT		7TH FLOOR
10:30 A.M.	with clothes from Toddle best. Entertainment at	rcus" of fun and fashion for r through 14. Spring and Su 10:30. Fashion show at 11:0 sall, LW 4-5100, ext. 232.	mmer ways to look your
Sunday March 3- March 6	and children from Austri Italy, the Netherlands,	EUROPEAN FASHION FAIR all-Winter ready-to-wear and a, Belgium, France, Great Br Switzerland, West Germany. D Cavin & Tubiana, 500 Fifth A	ritain, Ireland, Israel, aily shows at 10:30 A.M.
Sunday March 3- March 13	Arola, Fredrikson, Friit SwedenAnna Modeller, B	SCANDINAVIAN FASHION DESIGNERS th joint venture in women's fala, Marimekko, Rahikainen, evell, Huc of Sweden, Jofama By reservation. Contact: I	Turkistukkum, Vuokko. , Katja of Sweden, Petri,
March 3	INT'L SPRING FAIR IN FRA	NKFURT (March 3-7) Contact:	582-7788.
March 3- March 8		WEAR FESTIVAL IN HONG KONG & Development, 548 Fifth Av	re., 582-6610.
Tuesday March 5	ADOLFO FASHIONS AT BENEFIT SHOW	SAKS FIFTH AVENUE	5TH FLOOR
11:30 A.M.	Showing of Spring fashio	ons by Adolfo at benefit for \$10.00. Publicity: Helen	Museum of City of N.Y. O'Hagan, PL 3-4000.
Tuesday March 5 11:30 A.M.	FASHIONS BY STAVROPOULOS Contact: Publicity Dept	BONWIT TELLER ., EL 5-6800.	6TH FLOOR
Wednesday March 6 12:00 Noon Luncheon	AT BENEFIT LUNCHEON Showing of fashions by M	MEMORIAL-SLOAN KETTERING CANCER CENTER(444 E.68TH) Madame Gres at a benefit lunc t: TR 9-3000, ext. 2396.	HOTEL PLAZA BALLROOM cheon. By invitation.
Wednesday March 6 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Spring and all-weather f Publicity: Ellen Perl,	JOHN ANTHONY ashions. Reservations (\$7.5) TE 2-8212.	BARBETTA RESTAURANT 321 WEST 46TH STREET 50): CI 6-9171. Barbetta
Thursday March 7 5:00 P.M 7:00 P.M.	PRESS RECEPTION FOR SCANDINAVIAN DESIGNERS The press will be invite at Hotel Gotham - see ab		540 MADISON AVENUE aland and Sweden (showing act: Lars Wagar, 832-6550.
Sunday March 10- March 12	Jointly sponsored by Ame	NATIONAL SHOE FAIR OF AMERICA Prican Footwear Industries Asserica, National Shoe Retaile	McCORMICK PLACE CHICAGO, ILLINOIS ssociation, Volume ers Association.

Contact: Hotel Plaza, Suite 520, PL 9-3000.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
March 10- March 13	IGEDO FASHION FAIR IN DUS Contact: German American	SSELDORF Chamber of Commerce, 582-77	88.
Monday March 11- March 13	FALL BOYS' & YOUNG MEN'S MARKET WEEK Contact: Boys' and Young	BAMA Men's Apparel Manufacturers	NEW YORK HILTON HOTEL 6TH AVE. & 53RD STREET Association, 594-5130.
Tuesday March 12 12:00 Noon Luncheon	women. By invitation on	GUCCI ring-Summer fashions and acc ly. (Must present invitation tes, 748 Lexington Ave., 753	at door). Public
Tuesday March 12 4:00 P.M 5:30 P.M. Cocktails	AT-HOME FASHIONS New Studio Collection of Vera, and Margit Brandt. and inventions by Donald of life in 1974." Buyers	things to wear at home, inc Also, a collection of paint Pierce of N.Y. "to celebrat s' show, Wed., March 13, 8:0 t. Publicity: Ruth Hammer A	ings, collages, assemblages, e some of the pleasures O A.M. to 10:00 A.M.
Tuesday March 12 6:00 P.M.	FASHIONS BY GALANOS	BONWIT TELLER Publicity Dept., EL 5-6800.	6TH FLOOR
March 13	8:00 - 10:00 A.M., FORMFI	TT-ROGERS AT-HOME FASHIONS	FOR BUYERS (see above)
Wednesday March 13 11:30 A.M.	BY HANAE MORI Couture and Boutique fash	BERGDORF GOODMAN nions. For press and custom rfield, PL 3-7300, ext. 397.	4TH FLOOR ers, by invitation.
Wednesday March 13 12:30 P.M. Luncheon	LUNCHEON SHOW	LONDON FOG men and men. Reservations (en Perl, TE 2-8212.	BARBETTA RESTAURANT 321 WEST 46TH STREET \$7.50): CI 6-9171.
Wednesday March 13 2:30 P.M.& 4:30 P.M. Thursday March 14	BROOKS SLEEPWEAR Fall collection of sleepw Maidenform. By invitation PREVIEW OF NEW	MAIDENFORM wear and loungewear, designed on. Contact: Fay Rosen, 953 ROSANNA KNITTED SPORTSWEAR, INC.	
12:00 Noon	Premiere showing of new of	collection by John Radaelli. er by appointment, showroom,	Showing at 1:30 P.M.
March 15- March 17	CHILDREN'S FASHIONS IN CO Contact: German American	Chamber of Commerce, 582-778	38.
Friday March 15- March 21	LAS VEGAS	SKI INDUSTRIES AMERICA (432 PARK AVE. SOUTH) 0-April 2). Contact: Ralph	LAS VEGAS CONVENTION BUREAU (NEVADA) des Roches, 689-1266.

DATE	WHAT'S GOING ON GIVEN BY WHERE
March 15- March 21	SKI COUNCIL OF AMERICA SHOW IN LAS VEGAS (Show in Boston, March 30-April 2). Contact: Doris Taplinger, 415 Madison Avenue, TR 4-3030.
March 16- March 20	MAGIC (Men's Apparel Guild of California) - Showing in San Diego, California Also, WESTMAC/MEMBA and WCAG (West Coast Apparel Guild). Contact: 110 E. 9th, LA
March 17	SCANDINAVIAN FASHION WEEK IN COPENHAGEN (March 17-20)
March 24- March 26	1974 INTERNATIONAL BEAUTY TRADE SHOW AT N.Y. HILTON, 6TH AVE. & 53RD ST. Contact: Cliff Cothren, 532-5588.
March 24- March 28	SEMI-ANNUAL INTERNATIONAL FASHION FAIR IN MUNICH Contact: Gerald Kallman (201) 653-3304.
March 24- March 28	48TH READY-TO-WEAR SHOWINGS IN ITALY AT PITTI PALACE, FLORENCE, ITALY Centro di Firenze per la Moda Italiana, 50121 Firenze Viale Gramsci 9/2
Monday March 25 9:00 A.M. Breakfast	PRESS PREVIEW OF ALEXANDER'S 3RD FLOOR INTERNATIONAL FASHIONS (LEXINGTON AT 58TH ST) Spring 1974 International Fashion preview. Show at 9:45. By invitation. Contact: Walter Hauser, 838-3341. Publicity: Alexander Tarsaidze at Serge Obolensky Assoc., 421-8267.
Monday March 25- March 28	JUNIOR FASHION FAIR AT ROYAL HORTICULTURAL SOCIETY HALLS, LONDON Approximately 150 manufacturers (10 from Canada) will show infants, children and teenage fashions. Contact: James Law, director of Britain's National Children's Wear Association, 40 Oxford St., London Wl. Press: F.M. Brintex Exhibitions Ltd., 178-202 Gt. Portland St., London WlN, GNH, England.
March 28 11:00 A.M.	SHOWING OF VALENTINO FALL & WINTER READY-TO-WEAR IN ROME AT via 24 Gregoriana For Buyers and Press. Contact: 67-85841 (Rome); Hermine Mariaux,737-5810 (N.Y.)
Saturday March 30- April 4	PRET-A-PORTER SALON INTERNATIONAL DU PARC DES EXPOSITIONES SHOWINGS IN PARIS PRET-A-PORTER FEMININ PORTE DE VERSAILLES International ready-to-wear showings in Paris. Contact: French Trade Shows, 1350 Sixth Avenue, 582-4960. Press - French Apparel Center, 354-8620.
March 30	CHICAGO EARLY FALL READY-TO-WEAR MARKET WEEK (March 30-April 2)
Sunday March 31- April 2	FALL-WINTER NATIONAL AMERICAN HOME WALDORF-ASTORIA HOME SEWING SHOW SEWING COUNCIL, INC. 8TH & 9TH FLOORS Profitability Seminar, Sat., March 30. Fashion Show in Grand Ballroom, Mon., April 1 at 8:00 A.M. by Butterick, McCall, Simplicity, Vogue Patterns. Publicity: Carol Stone at Christopher Cross Assoc., 40 E. 38th, 689-1300.
Saturday March 30- April 4	EARLY FALL MARKET AMERICAN FASHION DALLAS APPAREL MART WEEK IN DALLAS ASSOCIATION 2300 STEMMONS FREEWAY Women's and children's wear Early Fall market. Contact: (214) 637-1970; or Jack Goldstein, 527 Madison Avenue, 752-2422.
March 31- April 3	NAMSB NATIONAL ASSN OF MEN'S SPORTSWEAR BUYERS AT N.Y. STATLER HILTON Contact: 689-7420.
Monday April 1 6:00 P.M.	TRAVELOG FASHIONS FRANKLIN SIMON & 4TH FLOOR FOR 1974 MADEMOISELLE MAGAZINE 33 WEST 34TH STREET "Fashions on the Go" from the April issue of Mademoiselle. Open to public. Contact: 675-1000, ext. 163.
April 3	FUR FAIR IN FRANKFURT (April 3-7) Contact: 582-7788.
the state of the s	

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 3- April 6	participate). Contact:	CLOTHING EXPORT COUNCIL OF GREAT BRITAIN ibitions Ltd. (ten companies Press F.M. Blake, 178-202 -637-2400; Buyers: Meriel I Tel: 01-734-9744.	Great Portland St.,
April 7	PASSOVER - First Day (Sur	nday)	
April 12	GOOD FRIDAY		
April 14	EASTER SUNDAY		
Tuesday April 16 11:30 A.M.	SPRING/SUMMER FASHIONS AT BENEFIT SHOW Showing of fashions at be \$10.00. By invitation.	SAKS FIFTH AVENUE enefit for New York Hospital Publicity: Helen O'Hagan,	5TH FLOOR Auxiliary. Tickets: PL 3-4000.
Thursday April 18 4:00 P.M.	PRESS PREVIEW: EAST AFRICAN PROMOTION By invitation. Publicity	BERGDORF GOODMAN y: Suzanne Butterfield, PL	4TH FLOOR 3-7300, ext. 397.
Thursday April 18 7:00 P.M. Cocktails- Dinner	SHOW AND DANCE Awards will be presented Joseph, Eleanor Fishman, Kasper, Shannon Rodgers, retrospective look at Dor Award to Randolph U. Stan (Black Tie) Fashion show	PARSONS SCHOOL OF DESIGN (66 FIFTH AVE.) to students by designer-cri Meredith Gladstone, Stan He Dominic Rompollo, Chester W hald Brooks costumes for the hbaugh, President, B. Altman w-7:00 P.M.; Cocktails8: htions: \$150.00. Contact: E	rman, Chuck Howard, einberg, Also a theatre. Parsons & Co. (Dinner-Dance) 15 P.M. Dinner-
Friday April 19 9:30 A.M. Breakfast	with Italian Ministry for April 22 at 12:00 Noon, h	ITALIAN TRADE COMMISSIONER by 25 Italian high fashion de Foreign Trade. By invitation by invitation. Thereafter, Tamra Associates, 753-9833.	ion. Buyers show, Mon., April 22-26, Hotel Plaza
April 22	OPENING OF FALL COLLECTIO	ONS IN N.Y. (More details lat	ter)
April 24 3:30 P.M.	STAN HERMAN Fall and Winter sleepwear	YOUTHCRAFT collection by Stan Herman; n. Contact: Roy Kleeger, 76	90 PARK AVENUE LOBBY-MAIN FLOOR also loungewear and 58-0125.
April 24-	COLLECTION 1974	PRISCILLA OF BOSTON Mr. Julie Pollack, 244-384	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
April 25	AT LUNCHEIN SHOW Celebrating 56th annivers featuring American origin		or men, women and

	1975	
JANUARY	FEBRUARY	MARCH
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
APRIL	MAY	JUNE
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
Anthropological States	AUGUST	SEPTEMBER
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F F 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
OCTOBER	NOVEMBER	DECEMBER
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31